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10/718,869	11/20/2003	Beena Somaroo	085804-013100	1478
76/58      7590      04/02/2010 YAHOO! INC. C/O GREENBERG TRAURIG, LLP MET LIFE BUILDING 200 PARK AVENUE NEW YORK, NY 10166				
EXAMINER				
TIMBLIN, ROBERT M				
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**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

### Office Action Summary

**Application No.**

10/718,869

**Applicant(s)**

SOMAROO ET AL.

**Examiner**

ROBERT TIMBLIN

**Art Unit**

2167

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 22 January 2010.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-15 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-15 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB/C)
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date: \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_\_
- Paper No(s)/Mail Date: \_\_\_\_\_

**DETAILED ACTION**

This Office Action corresponds to application 10/718,869 filed 11/20/2003.

***Response to Amendment***

Claims 1-15 are pending. Claims 1 and 13-15 have been amended.

***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

**Claims 1-2, 6-8, and 10-15 are rejected under 35 U.S.C. 103(a) as being unpatentable over Joao U.S. Patent 6,662,194 B1 in view of Sciuk (U.S. Patent 7,212,985). In the following passages and figures, Joao teaches:**

With respect to claim 1, A method comprising:

receiving inquiry data (col. 22 line 13-19 and col. 28 line 52-65; i.e. information such as resume and/or any other pertinent data of an individual interested in a job that is obtained and stored in database 10H) related to an inquiry (i.e. job search, abstract. Also see col. 22 line 54-58; i.e. the individual decides whether he or she wishes to apply for any of the reported jobs describes at least an inquiry for a job found in a listing service) of a user (col. 11 line 45-53, i.e. an individual, prospective employee, applicant etc...) with a listing service (col. 12 line 14-15,

col. 30 line 38-47 and drawing reference 100; i.e. employers posting or listing jobs with apparatus 100 describes a listing service) about a listing (e.g. a job) posted by an entity (col. 5 line 4; e.g. hiring entities) other than the user (col. 4 line 35-47; i.e. an individual wishing to apply for the job);

creating, by a processor (10), a user's lead (col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer, col. 22 line 57-58 and drawing reference 215; an individual's applying for a job) in response to the user's inquiry (col. 22 line 13-19 and figure 5A; i.e. information such as resume and/or any other pertinent data that is obtained and stored in database 10H), the user's lead (col. 6 line 35-36; e.g. offers that are tracked by the individuals) is to be pursued (col. 6 line 36; tracking all offers and col. 23 line 65-66) by the user (col. 11 line 45-53, i.e. an individual, prospective employee, applicant etc...) that makes the inquiry (col. 22 line 54-58; i.e. a decision to apply for a job) with the listing service (100), the user's lead being (col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer) created using the received inquiry data (abstract);

storing the user's lead (figure 5A) as a lead record (col. 6 line 35-41 and col. 39 line 61-67; i.e. all offers and/or rejections involving any and all jobs, employment positions, are recorded) in a database (10H);

the lead (col. 23 line 26-34) record comprising information to provide the user (col. 11 line 45-53, i.e. an individual) with a status (col. 4 line 57-60 and col. 6 line 35-37) of the user's lead (figure 5A); and

communicating a user interface (drawing reference 20E; e.g. a display) accessible by the user (col. 11 line 45-53, i.e. an individual and col. 14 line 59-60; i.e. an individual accessing their

data) that visibly displays (figure 3, 20E) information from the lead record (col. 14 line 59-60; i.e. access to the individual's data in database 10H) and information related to the user's lead (figure 5A) received from one or more ancillary services (col. 22 line 51-53, col. 23 line 5-13).

Joao does not appear to expressly teach creating, by the processor, an action record using information from the user's lead each time an action to be taken in furtherance of the user's lead is identified; storing the action record in the database, the action record comprising information to provide the user with a status of the user's lead; communicating a user interface accessible by the user that comprises information from the action record.

Sciuk, however, teaches creating, by the processor, an action record (col. 35 lines 43-45; e.g. time and dates of appointments, meetings and phone calls) using information from the user's lead (col. 2 line 19-20; e.g. prospective employer) each time an action to be taken in furtherance of the user's lead is identified (col. 35 lines 40-45; e.g. Sciuk's system is seen to be able to record multiple actions such as appointments, meetings, and phone calls); storing the action record in the database (col. 35; e.g. calendar) the action record comprising information to provide the user with a status of the user's lead (col. 1 line 59-61 wherein Sciuk teaches to track and report on the status of the activities involved in human candidates and col. 35 lines 41-45 wherein an appointment (e.g. of an interview for a prospective employer) is seen as a status); communicating a user interface accessible by the user that comprises information from the action record (col. 35 line 40-41; e.g. outputting information such as computer input screens and interactive screens for outputting personal schedule information) for providing a scheduling calendar.

Accordingly, in the same field of endeavor, (i.e. employment services), it would have been obvious to one of ordinary skill in the data processing art at the time of the present invention to combine the teachings of the cited references because the teachings of Sciuk, such as providing a calendar for appointments, would have given a user of Joao the ability to schedule actions such as appointments (or interviews) with prospective employers for the benefit of better organizing their leads. Joao discloses such a need in col. 8 line 51-52 wherein they provide scheduling services. Thus, the calendar system of Sciuk would have provided a better job searching experience.

With respect to claim 2, Joao teaches the method of claim 1, wherein the listing service is a web site having job postings listed thereon (col. 5 line 4-5, col. 29 line 9).

With respect to claim 6, Joao teaches the method of claim 1, wherein the listing service is a web site having auction items listed thereon (col. 32 line 37).

With respect to claim 7, Joao teaches the method of claim 1, wherein the ancillary service is electronic mail (col. 4 line 66).

With respect to claim 8, Joao teaches the method of claim 1, wherein the ancillary service is an advertising system (col. 6 line 29).

With respect to claim 10, Joao teaches the method of claim 1, wherein the ancillary service is a news system (col. 29 line 10-15).

With respect to claim 11, Joao teaches the method of claim 1, wherein the step of receiving inquiry data related to an initial inquiry of the user with the listing service further comprises:

receiving inquiry data (abstract) from an application operative on a computing device (figure 1) of the user (col. 11 line 45-53, i.e. an individual).

With respect to claim 12, Joao teaches the method of claim 1, wherein the steps of receiving inquiry data related to an inquiry of a user with a listing service and creating a user's lead to be pursued by the user that makes the inquiry with the listing service, the user's lead being created using the received inquiry data further comprise:

receiving inquiry data (abstract) from a user computer at the listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100);

capturing the inquiry data (abstract) at the listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100);

at the listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100);

making a remote procedure call to access an application programming interface from the listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100) to a tracking system (col. 6 line 36-36) operative with programming to create the user's lead record (col. 6 line

35-41 and col. 39 line 61-67); i.e. all offers and/or rejections involving any and all jobs, employment positions, are recorded);

transmitting the inquiry data to the tracking system from the listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100); and

creating a user's lead (col. 4 line 57-60, col. 5 line 20-23, col. 6 line 35-40, i.e. an individuals offer to an employer) to be pursued (col. 23 line 53-67, col. 24 line 1-7) by the user (col. 11 line 45-53, i.e. an individual) that makes the inquiry with the listing service, the user's lead being created using the received inquiry data (abstract);

With respect to claim 13, Joao teaches A method comprising:

receiving inquiry data (abstract) from a user computer (drawing reference 20) at a listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100) about a listing (e.g. a job) posted by an entity (col. 5 line 4; e.g. hiring entities) other than the user;

capturing the inquiry data (abstract) at the listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100);

transmitting the inquiry data to the tracking system from the listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100);

creating, by a processor (10) a user's lead (col. 4 line 57-60, col. 5 line 20-23, col. 6 line 35-40, i.e. an individuals offer to an employer) in response to the user's inquiry (col. 22 line 13-19 and figure 5A; i.e. information such as resume and/or any other pertinent data that is obtained and stored in database 10H), the user's lead is to be pursued (col. 23 line 53-67, col. 24 line 1-7) by the user that makes the inquiry (col. 22 line 54-58; i.e. a decision to apply for a job) with the



listing service (100), the user's lead being (col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer) created using the received inquiry data (abstract);

storing the user's lead as a lead record (col. 6 line 42-44) in a database (drawing reference (10H);

the lead record (col. 23 line 26-34) comprising information to provide the user (col. 11 line 45-53, i.e. an individual) with a status (col. 4 line 57-60) of the user's lead (figure 5A); and

communicating a user interface (drawing reference 20E) accessible by the user (col. 11 line 45-53, i.e. an individual and col. 14 line 59-60; i.e. an individual accessing their data) that visibly displays information from the lead record (col. 14 line 59-60; i.e. access to the individual's data in database 10H) record and information related to the user's lead (figure 5A) received from one or more ancillary services (col. 22 line 51-53, col. 23 line 5-13).

Joao does not appear to expressly teach creating, by the processor, an action record using information from the user's lead each time an action to be taken in furtherance of the user's lead is identified; storing the action record in the database; communicating a user interface accessible by the user that comprises information from the action record.

Sciuk, however, teaches creating, by the processor, an action record (col. 35 lines 43-45; e.g. time and dates of appointments, meetings and phone calls) using information from the user's lead (col. 2 line 19-20; e.g. prospective employer) each time an action to be taken in furtherance of the user's lead is identified (col. 35 lines 40-45; e.g. Sciuk's system is seen to be able to record multiple actions such as appointments, meetings, and phone calls); storing the action record in the database (col. 35; e.g. calendar) the action record comprising information to provide the user with a status of the user's lead (col. 1 line 59-61 wherein Sciuk teaches to track

and report on the status of the activities involved in human candidates and col. 35 lines 41-45 wherein an appointment (e.g. of an interview for a prospective employer) is seen as a status); communicating a user interface accessible by the user that comprises information from the action record (col. 35 line 40-41; e.g. outputting information such as computer input screens and interactive screens for outputting personal schedule information) for providing a scheduling calendar.

Accordingly, in the same field of endeavor, (i.e. employment services), it would have been obvious to one of ordinary skill in the data processing art at the time of the present invention to combine the teachings of the cited references because the teachings of Sciuk, such as providing a calendar for appointments, would have given a user of Joao the ability to schedule actions such as appointments (or interviews) with prospective employers for the benefit of better organizing their leads. Joao discloses such a need in col. 8 line 51-52 wherein they provide scheduling services. Thus, the calendar system of Sciuk would have provided a better job searching experience.

With respect to claim 14, Joao teaches A system comprising:

a server system (drawing reference 10) accessible via one or more networks (figure 1) by one or more computing devices (drawing references 20, 30) of a user (drawing reference 20) and capable of communicating with one or more listing services (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100) via one or more of the networks (figure 1);

a database system (drawing reference 10H) in communication with the server system (figures 12-4);

the server system (drawing reference 10) comprising programming (col. 6 line 14-16) to receive data from the listing services (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100) related to an inquiry by a user about a listing (e.g. a job) posted with a listing service (100) by an entity (col. 5 line 4; e.g. hiring entities) other than the user (col. 4 line 35-47; i.e. an individual wishing to apply for the job), generate a user's lead (col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer and col. 22 line 57-58; an individual's applying for a job) in response to the user's inquiry (col. 22 line 13-19 and figure 5A; i.e. information such as resume and/or any other pertinent data that is obtained and stored in database 10H), the user's lead (offer) is to be pursued by the user (col. 11 line 45-53, i.e. an individual, prospective employee, applicant etc...) that makes the inquiry (col. 22 line 54-58; i.e. a decision to apply for a job) with the listing service (100), the user's lead being (col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer) created using the data received from the listing services (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100; i.e. employers posting or listing jobs with apparatus 100 describes a listing service), and store the user's lead as a lead record in the database system (10H);

wherein the server system further includes programming (col. 6 line 14-16) to communicate a user interface (drawing reference 20E) accessible to the user that comprises a summary (col. 24 line 22-49; i.e. Joao discloses recording information up to a point of interaction between an individual and employer) of the user's (col. 11 line 45-53, i.e. an individual) lead (col. 23 line 26-34);

wherein the server system further comprises programming (col. 6 line 14-16) to interact with at least one ancillary service system (col. 22 line 51-53, col. 23 line 5-13) and provide

information generated or received into the ancillary service system (col. 22 line 51-53, col. 23 line 5-13) to the user (col. 11 line 45-53, i.e. an individual); and

using information from the lead record (col. 24 lines 39-49), the lead (col. 23 line 26-34) comprising information to provide the user (col. 11 line 45-53, i.e. an individual) with a status (col. 4 line 57-60) of the user's lead (figure 5A).

Joao does not appear to expressly teach identifying an action to be taken in furtherance of the user's lead; receive action data corresponding to the action to be taken in furtherance of the user's lead, generate an action record using information from the user's lead; storing the action record in the database system; provide information about the action record to the user, the action record comprising information to provide the user with a status of the user's lead.

Sciuk, however, teaches identifying an action to be taken in furtherance of the user's lead (col. 2 line 17-20; e.g. the scheduling of an interview and other meetings between job-seekers and representatives of the prospective employers); receive action data corresponding to the action to be taken in furtherance of the user's lead (col. 35 lines 43-45; e.g. time and dates of appointments, meetings and phone calls), generate an action record using information from the user's lead (col. 35 lines 39-45; e.g. creating an appointment); storing the action record in the database system (10H); provide information about the action record to the user, the action record comprising information to provide the user with a status (col. 1 line 59-61 wherein Sciuk teaches to track and report on the status of the activities involved in human candidates and col. 35 lines 41-45 wherein an appointment (e.g. of an interview for a prospective employer) is seen as a status) of the user's lead (col. 35 line 40-41; e.g. outputting information such as computer input

screens and interactive screens for outputting personal schedule information) for providing a scheduling calendar.

Accordingly, in the same field of endeavor, (i.e. employment services), it would have been obvious to one of ordinary skill in the data processing art at the time of the present invention to combine the teachings of the cited references because the teachings of Sciuk, such as providing a calendar for appointments, would have given a user of Joao the ability to schedule actions such as appointments (or interviews) with prospective employers for the benefit of better organizing their leads. Joao discloses such a need in col. 8 line 51-52 wherein they provide scheduling services. Thus, the calendar system of Sciuk would have provided a better job searching experience.

With respect to claim 15, Joao teaches A tracking system comprising:

a server-side component (drawing reference 10) operative on a server system (drawing reference 100) capable of communication with a network (figure 1), the server-side component (drawing reference 10) comprising programming to:

receive inquiry data (abstract) related to an inquiry (i.e. job search, abstract) of a user (col. 11 line 45-53, i.e. an individual) with a listing service (col. 12 line 14-15, col. 30 line 38-47 and drawing reference 100) about a listing (e.g. a job) posted by an entity (col. 5 line 4; e.g. hiring entities) other than the user (col. 4 line 35-47; i.e. an individual wishing to apply for the job);

create a user's lead (col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer and col. 22 line 57-58; an individual's applying for a job) in response to the user's

inquiry (col. 22 line 13-19 and figure 5A; i.e. information such as resume and/or any other pertinent data that is obtained and stored in database 10H), the user's lead is to be pursued (col. 6 line 36; tracking all offers and col. 23 line 65-66) by the user (col. 11 line 45-53, i.e. an individual, prospective employee, applicant etc...) that makes the inquiry (col. 22 line 54-58; i.e. a decision to apply for a job) with the listing service (100), the user's lead being (col. 5 line 20-23, col. 6 line 35-40, i.e. an individual's offer to an employer) created using the received inquiry data (abstract);

communicate a user interface (drawing reference 20E) accessible to the user (col. 11 line 45-53, i.e. an individual) that visibly displays a summary (col. 24 line 22-49; i.e. Joao discloses recording information up to a point of interaction between an individual and employer) of the user's (col. 11 line 45-53, i.e. an individual) lead (col. 23 line 26-34);

interact with at least one ancillary service system (col. 22 line 51-53, col. 23 line 5-13) and provide information generated or received into the ancillary service system (col. 22 line 51-53, col. 23 line 5-13) to the user (col. 11 line 45-53, i.e. an individual); and

generate and store an action record (drawing reference 220) each time an action is to be taken in further (col. 24 lines 44-46; e.g. offers and counteroffers are actions of an individual to be taken to further their lead) of user's lead is identified (col. 24 lines 41-49; i.e. Joao teaches recording information such as whether a deal has been reached and information about offers and counteroffers) using information from the lead record (col. 24 lines 39-49; e.g. the employer from the lead), and provide information from the action record to the user (col. 11 line 45-53, i.e. an individual), the lead (col. 14 line 59-60; i.e. access to the individual's data in database 10H) and action records (col. 22 line 63-66) comprising information to provide the user (col. 11 line

45-53, i.e. an individual) with a status (col. 4 line 57-60 notice of job availability and col. 35 line 15-20; i.e. notifying the individual of acceptance or rejection of an offer) of the user's lead (figure 5A).

Joao does not appear to expressly teach generate and store, an action record each time an action to be taken in furtherance of the user's lead is identified using information from the user's lead; provide information from the action record to the user, the action record comprising information to provide the user with a status of the user's lead.

Sciuk, however, teaches generating and storing an action record (col. 35 lines 43-45; e.g. time and dates of appointments, meetings and phone calls) each time an action to be taken in furtherance of the user's lead is identified (col. 35 lines 40-45; e.g. Sciuk's system is seen to be able to record multiple actions such as appointments, meetings, and phone calls) using information from the lead record (col. 2 line 19-20; e.g. prospective employer); provide information from the action record to the user, the action record comprising information to provide the user with a status of the user's lead (col. 35 line 40-41; e.g. outputting information such as computer input screens and interactive screens for outputting personal schedule information) for providing a scheduling calendar.

Accordingly, in the same field of endeavor, (i.e. employment services), it would have been obvious to one of ordinary skill in the data processing art at the time of the present invention to combine the teachings of the cited references because the teachings of Sciuk, such as providing a calendar for appointments, would have given a user of Joao the ability to schedule actions such as appointments (or interviews) with prospective employers for the benefit of better organizing their leads. Joao discloses such a need in col. 8 line 51-52 wherein they provide

scheduling services. Thus, the calendar system of Sciuk would have provided a better job searching experience.

**Claims 3-5 are rejected under 35 U.S.C. 103(a) as being unpatentable over Joao and Sciuk as applied to claims 1-2, 6-8, and 10-15 in view of Rinebold et al. ('Rinebold' hereafter) U.S. Patent 6,968,513 B1.**

With respect to claim 3, Joao/Sciuk fails to explicitly teach wherein the listing service is a web site having personal ads listed thereon.

Rinebold, however, teaches wherein the listing service is a web site having personal ads listed thereon (abstract, figure 10A-10C, i.e. self postings) to enable on-line users to view business listings.

In the same field of endeavor, (i.e. listing services), it would have been obvious to one of ordinary skill in the data processing art at the time of the present invention to combine the teachings of the cited references because Rinebold would have given Joao/Sciuk an effective way to target users of the system for the benefit of an efficient job search. Rinebold discloses geographic targeting (col. 3 line 62-67) of users for organizing internet information based on geographic categories (col. 5 line 1-5), which Joao could have used to help a user efficiently locate a job (Joao at col. 4 line 42).



Similar claims 4-5 are rejected for the same rationale as the rejection of claim 3, as the web page of (10A) is a site having real estate postings and automobile postings. See also the abstract where Rinebold further teaches a website having classified listings.

**Claim 9 is rejected under 35 U.S.C. 103(a) as being unpatentable over Joao/Sciuk as applied to claims 1-2, 6-8, and 10-15 in view of Wilkins et al. ('Wilkins' hereafter) U.S. Patent 6,868,389 B1.**

With respect to claim 9 Joao fails to explicitly teach wherein the ancillary service is a road navigation system.

Wilkins, however, teaches wherein the ancillary service is a road navigation system (col. 10, line 56-65) to locate a listing.

In the same field of endeavor, (i.e. listing services), it would have been obvious to one of ordinary skill in the data processing art at the time of the present invention to combine the teachings of the cited references because Wilkins would have given a user of Joao's system an efficient way to better locate a listing (Joao at col. 4 line 42).

#### ***Response to Arguments***

Applicant's arguments filed 1/22/2010 have been fully considered but they are not persuasive.

On page 8 of the remarks, Applicant argues that Sciuk does not teach or suggest "creating, by the processor, an action record using information from the user's lead each time an

action to be taken in furtherance of the user's lead is identified". Examiner respectfully disagrees.

As taught by Sciuk, "The Momentum service also offers a calendar scheduling system that facilitates the selection of times for interviews and other meetings between job-seekers and representatives of the prospective employers" (Sciuk, col. 2 lines 17-21).

Accordingly, Sciuk teaches a scheduling service to schedule an interview with a prospective employer. As such, Sciuk teaches the claim by creating an action record (i.e. scheduled interview as an appointment) using information from the user's lead (i.e. the appointment would include the interview and representatives of the prospective employers, or the user's lead). Moreover, it is respectfully submitted that if an interview were to take place between a job seeker and prospective employer (i.e. an *action* to be taken in furtherance of the user's lead) then a respective appointment would be made. In other words, the interview is scheduled to take place and thus is seen as an action in furtherance of the user's lead.

Examiner respectfully submits that given the claim language, the action record as broadly recited is sufficiently taught by Sciuk; moreover, in light of Applicant's own disclosure, Examiner maintains Sciuk's teaching of an action record. For instance, in the remarks (p. 8) Applicant gives the example that an action type may include an interview (present paragraph [0048]). Similarly, Sciuk teaches an "action" as an interview and further "information about the action" (Applicant's specification, [0070]) by teaching a scheduled appointment for an interview between a job seeker and prospective employee.

Accordingly, Applicant's arguments pertaining to the action record not taught by Sciuk are respectively found unpersuasive.

On page 9, Applicant argues that outputting of personal schedule information is not the same as communicating a user interface that visibly displays information from a lead record, an action record, and an information related to the user's lead received from one or more ancillary services as claimed.

Examiner respectfully disagrees. As seen above, Sciuk communicates a user interface that visibly displays information from the action record (e.g. a calendar service outputting personal schedule information, Sciuk, col. 35 lines 39-45).

Furthermore, Joao teaches communicating a user interface that visibly displays information from a lead record by allowing a user to access data and/or information pertaining to them (col. 14, line 59-60). In one instance, this information pertaining to an individual includes information concerning whether a deal has been reached between parties, information concerning offers, counteroffers, rejected offers, and/or rejected counteroffers, etc...(Joao, col. 24 lines 39-49).

Even more, Joao is seen to teach information related to a user's lead received from one or more ancillary services. Joao, col. 23 lines 5-13 has been cited to teach this aspect. In particular, Joao teach information between the parties can be transmitted electronically, such as email. As the limitation found in present claim 7 "the ancillary service is an electronic mail service". As such, Joao teaches an email system that transmits communications between the parties (i.e. individual and employer) to teach the claimed ancillary service. Further, it is submitted that these communications would at least in part include information regarding offers and counteroffers; that is, information related to a user's lead.

As such, the combination of Joao and Sciuk is respectively seen to teach a user display that communicates information from the lead record, action record, and one or more ancillary services.

### ***Conclusion***

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

2002/0143573 filed by Bryce et al. The subject matter disclosed therein pertains to the pending claims (i.e. creating action records by way of automatically scheduling a job interview).

**THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

***Contact Information***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Robert M. Timblin whose telephone number is 571-272-5627. The examiner can normally be reached on M-Th 8:00-4:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John R. Cottingham can be reached on 571-272-7079. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/ROBERT TIMBLIN/

Examiner, Art Unit 2167

/John R. Cottingham/

Supervisory Patent Examiner, Art Unit 2167